

A developing tourist business for Ukrainian residents means taking advantages of the new visa politics. Analysing information about countries, which are not on the list of the most visited ones is really important and Switzerland is one of the countries to see as an active one for Ukrainian holiday makers.

#### **References:**

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2. www.planetware.com

## **GREEN TOURISM**

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Today, green tourism is becoming increasingly popular. It's a relatively new kind of tourism. Green tourism, or more precisely, "environmentally sound rural tourism" is the term used in the practice of sustainable tourism that secure the future needs of sufficient environmental, economic, social and cultural resources [1].

Green tourism is a form of eco-tourism development concept. The central features of green tourism are similar to those of eco tourism, such as it is nature-based. However, while eco tourism seems to be targeted at the certain group of population who are keen on learning about natural environment through traveling experience, green tourism seems to be targeted specifically at urban dwellers by suggesting a style of spending one's holiday in country sides, placing an emphasis on recovering from the daily stress by staying close to the nature.

Green tourism is said to have begun in the mountainous regions of Europe when vacant lodges were let to tourists at relatively low rates. There are three phases of the development of green tourism. According to Yamazaki, the first phase took place in the late 1940s when tourism facilities were developed for World War II veterans. During 1960s and 1970s the number of farmers in Europe started to decline rapidly, thus leaving behind a large number of vacant farm houses and other facilities intended for farming. It became popular during that time, to let these abandoned 'farm abodes' to tourists, in accordance with the decline of agriculture in Europe. In the 1980s, more established subsidy systems for farm cottages were introduced across the European countries, especially in Western Europe. The underlying reasons for such subsidies for farmers were intended to put a stop to the depopulation of rural areas, thus helping to revitalize the regions through tourism [4].

The term 'green tourism' was largely used and discussed extensively during the conference concerning rural tourism in the UK. It was held in 1986. A green

tourist was defined as “a well-informed, selective individual from a higher class socio-economic group, taking a second or third holiday in rural areas and often already well- informed, but nevertheless, potentially benefiting from better coordination of provision in the country side” [3]. Green tourism shares the same features as rural tourism, however, it incorporates different behaviors of tourists, when taking into account Jones’s definition. While green tourism takes place in rural areas, the purposes of tourists who engage in green tourism go beyond merely enjoying the natural environment. Green tourists have critical attitudes towards environmentally unsound consumption practices and wish to incorporate this awareness into the way they travel.

Many authors suggest that there is no commonly agreed definition of green tourism. It appears that the very concept of green tourism was shaped when the features of “hard tourism” and “soft tourism” were suggested in 1980. Such concepts were to be used for designing of strategies for tourism development. Furthermore, Becker summarizes the features and the development strategies of “hard tourism” and “soft tourism” [2]. According to Becker, “hard tourism” includes the development required for mass tourism. “Hard tourism” places a strong emphasis on the economic effects of tourism by not necessarily assimilating with the local environment, whereas “soft tourism” seems to concern itself with harmonizing tourism with the local environment and other local factors.

So what is green tourism? We do not seem to find clear-cut definitions in most literatures. One common feature of green tourism in a number of different definitions is that it is a counter-form of mass tourism. The purpose of green tourism is providing insight and concern with the environment, and increasing greater appreciation for nature. The concept of green tourism travel includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, green tourism is also an integral part of promotional activities for reduce, reuse, recycle, energy efficiency, water conservation, and the community empowerment to develop economic activities. The practice green tourism will promote environmental sustainability, culture, and communities on tourist sites visited.

#### **References:**

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